

KEY MESSAGES FOR PROFESSIONALS

THE
SECOND
STEP

The Jenkins Centre
freeva
free from violence and abuse

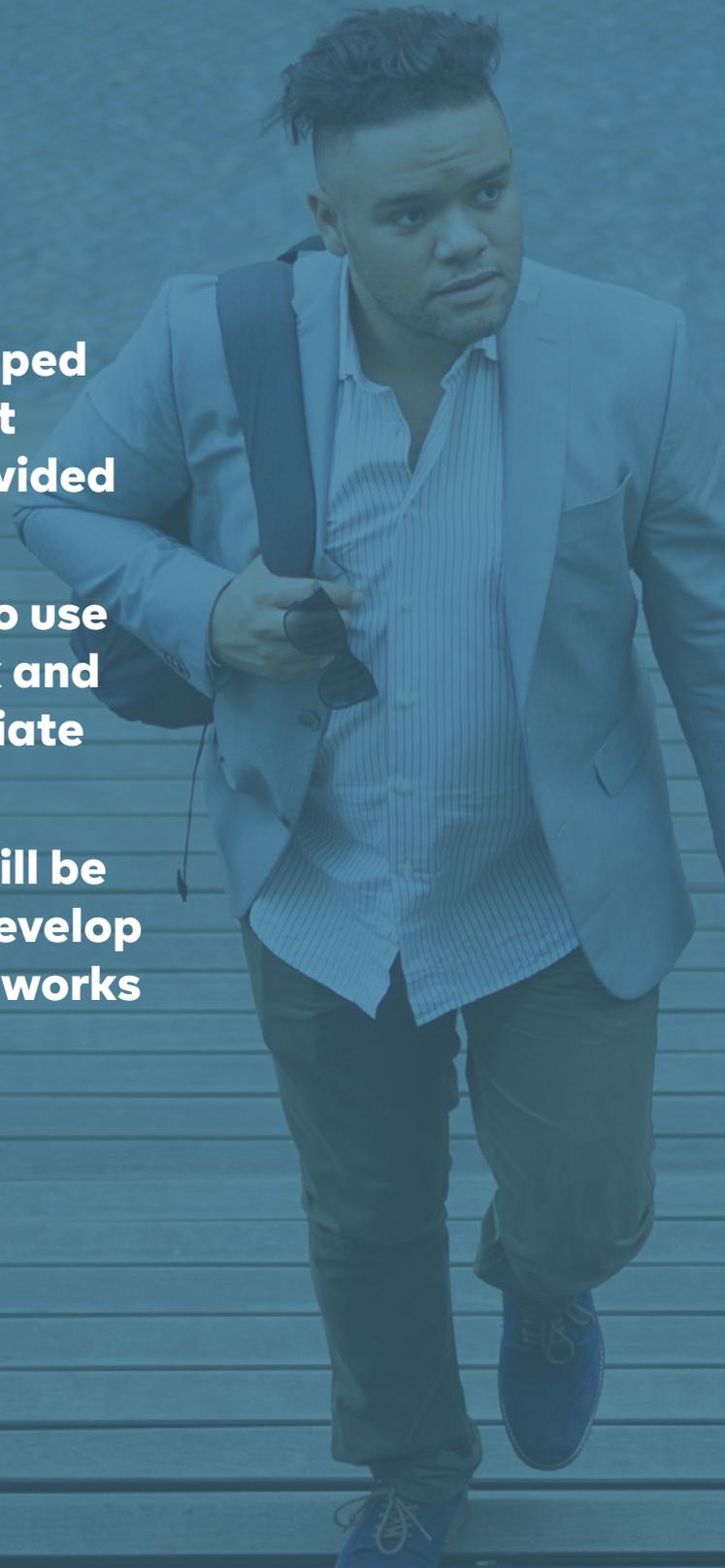
INTRODUCTION

This document has been developed to give you key messages about The Jenkins Centre service provided by Freeva and the work we do.

It's designed as a tool for you to use to help you talk about our work and help you to encourage appropriate referrals to the service.

It's a working document that will be continuously improved as we develop our positioning and learn what works for our different audiences.

"READINESS IS KEY"



HOW TO USE THESE MESSAGES

The text provided can be used in lots of different ways – guide a conversation, inform a briefing, put into an email or letter.

The order in which these messages are presented is important – first we supply context and who we are, then we describe the service and what it does, finally explain who it is for and most importantly what to do/how to access it.



**“I’VE REALISED SINCE
DOING THE COURSE
THERE ARE THINGS
YOU MIGHT DO TO
YOUR PARTNER THAT
YOU’RE NOT AWARE
ARE ABUSIVE. YOU
NEVER HEAR ABOUT
DOMESTIC VIOLENCE
OR ABUSE”**

HOW TO USE THESE MESSAGES

ABOUT FREEVA	
Headline/subject line	Are you worried about your behaviour towards your partner?
Lead-in, credibility	Freeva is a charity known for providing high quality support.
Proposition	Through The Jenkins Centre we also provide support for those using harmful behaviours in their relationships.

WHAT SERVICE DO WE PROVIDE?	
Programme (1)	We run a highly effective 24-week programme called 'The Second Step'.
Programme (2)	It isn't for everyone. It's for individuals who have mentally already taken the first step: they're starting to face reality, talk about their situation and accept help.
Programme (3)	The second step provides support to continue moving forward and achieving lasting change.



HOW TO USE THESE MESSAGES

WHO ARE WE REACHING OUT TO?	
Our ask	We're asking professionals to look out for individuals that could benefit from The Second Step programme.
Ask yourself (1)	Has someone come to you for help, perhaps with their mental health or family situation, and mentioned that they're using harmful behaviours in their relationship?
Ask yourself (2)	Has someone recently taken positive steps in other parts of their life, like their housing or employment situation, and now need help to stop using harmful behaviours in their relationship?

WHAT DO WE WANT THEM TO DO?	
Call-to-action (1)	Please show them The Jenkins Centre website.
Call-to-action (2)	Please ask them if they feel ready to talk about their use of harmful behaviours, and whether they'd like to find out more about what kind of help is available.
Call-to-action (3)	Support them to make a referral to the service, and to take the second step.



THE SECOND STEP

IF YOU HAVE ANY QUESTIONS
ABOUT THIS SERVICE OR
WOULD LIKE MORE
INFORMATION,
PLEASE CONTACT:

The Jenkins Centre at Freeva

info@jenkinscentre.org

0116 254 0101

The Jenkins Centre
 **freeva**
THE FRIENDS OF 1998